

Message Text

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PAGE 01 ATHENS 08914 172205Z

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FM AMEMBASSY ATHENS

TO USDOC WASHDC

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AMCONSUL THESSALONIKI

AMEMBASSY BRUSSELS

UNCLAS ATHENS 8914

BRUSSELS FOR ILLINOIS STATE OFFICE

E.O. 11652: N/A

TAGS: BEXP, GR

SUBJECT: CABLE REPORT: CATALOG EXHIBITION

REF: DEPT'S A-9166, DTD SEPT 9, 1972

1. INDEX '75 - U.S. MACHINE TOOLS AND METAL WORKING EQUIPMENT
2. ZAPPEION BUILDING, ATHENS, GREECE, NOVEMBER 7-16, 1975
3. 282
4. A. 355 REGISTERED AT U.S. BOTH
B. TOTAL NUMBER VISITING INDEX BE SUPPLIED BY AIRGRAM
5. APPROXIMATELY 100 TRADE OPPORTUNITIES IN PREPARATION.
6. 231 FIRMS RECEIVED 729 INDIVIDUAL INQUIRIES
7. A. HIGH NUMBER OF QUALITY BUSINESS VISITORS GENERATED INQUIRIES
IN MAJORITY OF PARTICIPATING FIRMS. MOST U.S. FIRMS WERE NEW-
TO-MARKET AND EMBASSY BELIEVES SHOW WILL RESULT IN SIGNIFICANT
NUMBER OF NEW AGENTS/DISTRIBUTORS. PRESENCE OF INDUSTRY
SPECIALIST LOU HARRIS FROM INTERNATIONAL AMAREX AT BOOTH AND ON
PLANT VISITS CONTRIBUTED GREATLY TO OVERALL SUCCESS. FURTHER CON-
TRIBUTION WAS MADE BY ILLINOIS EUROPEAN TRADE DIRECTOR BART
SMIT (BRUSSELS) WHO ATTENDED SHOW FROM NOVEMBER 13-13 TO
PROMOTE INTEREST IN FORTY SIX PARTICIPATING ILLINOIS FIRMS. USIS
ATHENS SUPPORT EXTREMELY VALUABLE IN FORM OF 13 METAL WORKING
INDUSTRY FILMS AND VTR FEATURING INDUSTRY SPECIALIST HUNSBERGER.

B. CATALOGS ACCOMPANIED BY HARRIS WILL BE DISPLAYED AT
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AMCONGEN/USIS TEHESSALONIKI FROM NOVEMBER 18-20. SUBSEQUENTLY

ONE SET TO BE DONATED TO THESSALONIKI VOCATIONAL SCHOOL AND
DUPLICATES TO BE RETAINED IN THENS COMMERCIAL LIBRARY.
KUBISCH

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